

# JORDAN-ELBRIDGE CENTRAL SCHOOLDISTRICT STYLE GUIDE CHEAT SHEET

[Access Jordan-Elbridge Brand Resources Google Drive](#)

Not all of the brand elements available are shown here. To view the full library, click on the links provided.

[www.jecsd.org](http://www.jecsd.org)

## LOGO

Do not modify the logo (stretch, change colors, etc.)

Avoid cropping the logo or scaling the logo to an illegible size.

[Access Logos](#)



## DISTRICT TAGLINE

*"Cultivating the BEST in personal growth and achievement"*

## TYPOGRAPHY

Headline: Use for major headers

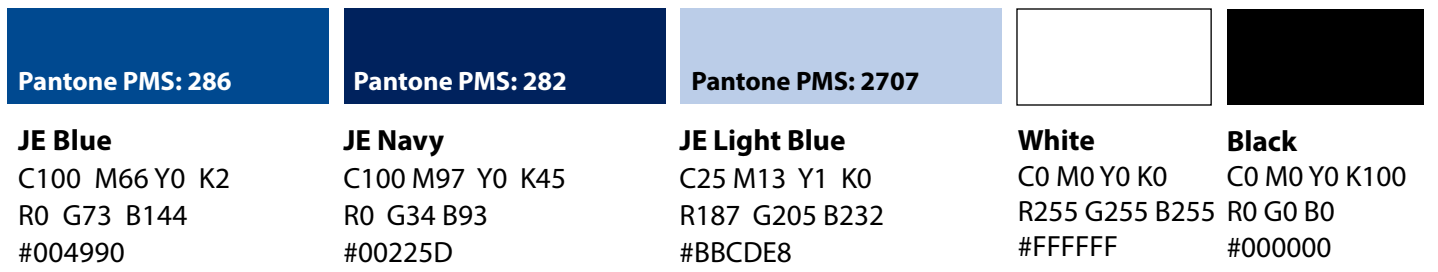
Secondary: Use for body text and subtitles

Script: Use decoratively and sparingly

[Access Fonts](#)



## COLORS



## GRAPHIC ELEMENTS

### Backgrounds

[Access Backgrounds](#)



### Shapes

[Access Shapes](#)



## SAMPLES

[Access Videos](#)

[Access SM Stock Graphics](#)

[Access Other Templates](#)

When creating graphics, keep in mind:

- Maintain and keep all important information including logos within at least 50 px/0.25 inch margin.
- Maintain appropriate padding around all text and logos. Avoid placing text too close the edges of any shapes/lines.

\*Dimensions may change as social media platforms are subject to updates. The dimensions provided are recommendations for posts only (not true to size). Other dimensions may work but these dimensions ensure content will not be cropped after posting.

### Recommended Sizes

Square: 1080 x 1080 (best for most social media posts)

Vertical: 1080 x 1350 (best for SM posts which must contain extra info)

Horizontal Video: 1920 x 1080 (best for YouTube and longform videos)

Vertical Video: 1080 x 1920 (best for SM Stories and Reels)

### Print

[DOCUMENT TEMPLATE \(FILLER TEXT\)](#)

### Social Media

[SOCIAL MEDIA POST \(1080 X 1080\)](#)

[SOCIAL MEDIA REEL \(1080 X 1920\)](#)

[SOCIAL MEDIA POST \(1080 X 1350\)](#)

[NEWSLETTER LAYOUT \(INSIDE PAGE SPREAD\)](#)

Questions or have any PR requests? Contact the PR team at [pr@jecsd.org](mailto:pr@jecsd.org)

